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Rajar Crosstab
Advanced

2015

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INTRODUCTION

The Rajar Cosstab Advanced manual takes our users through a series of 'How Do I's?' that explain in detail how to code several thorough analysis using all the tools of Crosstab, with the vast information available in the Rajar survey.

This step by step guide has been derived from frequently asked questions and client queries. Our plan is to help our users run Crosstab more effectively saving time, speeding the research and analysis process.

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HOW DO I... *Code share of listening to commercial stations only?*

Share of listening is generally coded for share of the total listening. However lots of clients like to see a share of the listening to commercial stations only or non-commercial stations only. We now provide 'Share' codes for share of all radio and also share of commercial/non-commercial radio in the electronic code book, so there's no complicated coding for you to do.

Step 1

In the table insert the code for All Adults, found in the *Demographics (Basic)* section.

1 Table / Base	0 Columns	0 Rows
Title	Code	
1 All Adults - Demographics(Basic)	all	

Step 2

In your columns insert your targets or leave blank if you wish to just view the results for All Adults.

Step 3

To code share of listening to commercial stations, go to Rows and the *Share of Listening - Commercial/Non Commercial* section. BBC stations appear in the non commercial section. So go to the commercial section.
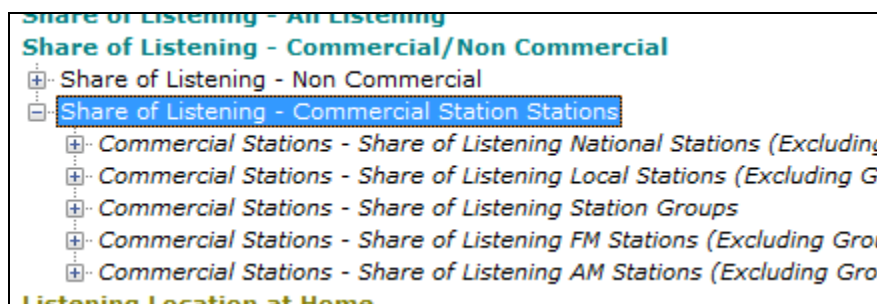
For this example we are going to look at the share for Classic FM. Highlight *Share of Listening – Commercial Station Stations* section. In the Search box underneath the codebook enter Classic FM and click Enter or Go. This will give you all the results for Classic FM within the highlighted section.

Put the code for Classic FM, under *National Stations*, into your Rows.

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Share of Listening - Commercial/Non Commercial
- Share of Listening - Commercial Station Stations
  - Commercial Stations - Share of Listening National Stations (Excluding G
    - Classic FM (Q)
  - Commercial Stations - Share of Listening Local Stations (Excluding Grou
    - Classic FM (Midlands) (Q)
    - Classic FM (North) (Q)
    - Classic FM (South) (Q)
    - Classic FM (London) (Q)
    - Classic FM (N Ireland) (Q)
    - Classic FM (Scotland) (Q)
  - Commercial Stations - Share of Listening Station Groups
    - Classic FM (Scotland/N Ireland) (Q)
    - GCap London (4 stations plus Classic FM) (Q)
  - Commercial Stations - Share of Listening FM Stations (Excluding Groups
    - Classic FM (Q)
    - Classic FM (Midlands) (Q)
    - Classic FM (North) (Q)
    - Classic FM (South) (Q)
    - Classic FM (London) (Q)
    - Classic FM (N Ireland) (Q)
    - Classic FM (Scotland) (Q)

Step 4

Click Crosstab to see the results.

		Total
Total	Audience(000)	50,334
	Resps	31,821
	%Col	100.0
	%Row	100.0
	Index	100.0
Classic FM (Q) –	Value	9.89
Commercial Stations –	Resps	18,735
Share of Listening	%Col	
National Stations	%Row	
(Excluding Groups)	Index	

We can see that Classic FM holds a 9.89% share of all commercial listening!

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HOW DO I... *Code Solus listening to a station?*

Solus listening defines the number of listeners who only listen to that station and no other. The coding for Solus listening has been pre-coded for all stations and can be found in the electronic code book for simple selection.
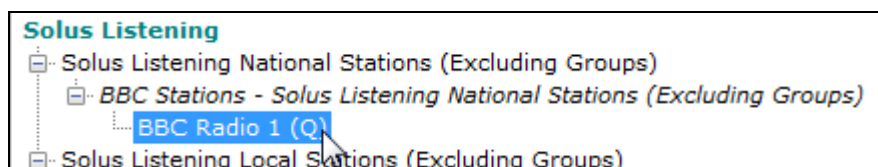
Step 1

In the table code up All Adults AND the TSA for the station interested in, we will use BBC Radio 1. TSAs can be found under the *Stations TSA* section of the codebook.

	1 Table / Base	0 Columns	1 Row
	Title	Code	
1	All Adults - Demographics(Basic) and BBC Radio 1 (Q) - TSA - BBC Stations - TSAs National Stations (Excluding Groups)	all AND (6`1100`1)	

Step 2

Skip columns and go to rows and reset. Highlight the *Solus Listening* section and Search for Radio 1. Put the coding into your Rows.

Solus Listening
- Solus Listening National Stations (Excluding Groups)
  - *BBC Stations - Solus Listening National Stations (Excluding Groups)*
    - BBC Radio 1 (Q)
- Solus Listening Local Stations (Excluding Groups)

Step 3

Click OK and tab the run.

		Total
Total	Audience(000)	50,334
	Resps	31,821
	%Col	100.0
	%Row	100.0
	Index	100.0
BBC Radio 1 (Q) – BBC Stations - Solus Listening National Stations (Excluding Groups)	Audience(000)	1,810
	Resps	1,099
	%Col	3.6
	%Row	100.0
	Index	100.0

There are 1.8 million Solus Listeners to BBC radio 1, that's 3.6% of the population!

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HOW DO I... *Code duplication between stations?*

Duplication between stations can be calculated with a straightforward crosstab run. In this example, we will look at the duplication between listeners of Classic FM and all other stations.

Step 1

Insert your table base, e.g. All Adults, and the TSA for Classic FM.

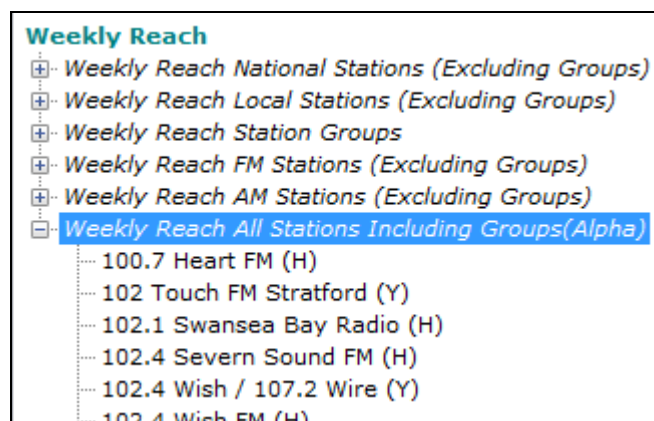| 1 Table / Base	0 Columns	0 Rows
Title	Code	
1	All Adults - Demographics(Basic) and Classic FM (Q) - TSA - Commercial Stations - TSAs National Stations (Excluding Groups)	all AND (6`1100`8)

Step 2

In the columns insert the Weekly Reach code for Classic FM. Classic FM can be found under *Weekly Reach* and then in the *Commercial Stations - Weekly Reach National Stations (excluding Groups* section.

Weekly Reach
- Weekly Reach National Stations (Excluding Groups)
  - Commercial Stations - Weekly Reach National Stations (Excluding Group
    - Classic FM (Q)
- Weekly Reach Local Stations (Excluding Groups)
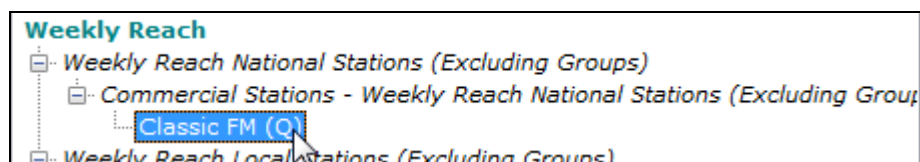
Step 3

In the rows insert the Weekly Reach codes for all other stations. Open the section in *Weekly Reach* named *Weekly Reach All Stations including Groups (Alpha)* . This list contains every station on the survey listed alphabetically.

Highlight the section heading and use the green arrow in the middle grey column to put all the Weekly Reach codes individually into your Rows. ➡

Weekly Reach
- Weekly Reach National Stations (Excluding Groups)
- Weekly Reach Local Stations (Excluding Groups)
- Weekly Reach Station Groups
- Weekly Reach FM Stations (Excluding Groups)
- Weekly Reach AM Stations (Excluding Groups)
- Weekly Reach All Stations Including Groups(Alpha)
  - 100.7 Heart FM (H)
  - 102 Touch FM Stratford (Y)
  - 102.1 Swansea Bay Radio (H)
  - 102.4 Severn Sound FM (H)
  - 102.4 Wish / 107.2 Wire (Y)
  - 102.4 Wish FM (H)

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Step 4

Click on Crosstab to look at the results. The quickest way to sort the long list of stations to see how they duplicate with Classic FM is to right hand click on the Classic FM column heading, choose Sort Descending and then the Data Item you would like to Sort on.

		Total	Classic FM (Q) – Commercial Stations – Weekly Reach National St...
Total	Audience(000)	50,334	5,591
	Resps	31,821	3,758
	%Col	100.0	100.0
	%Row	100.0	11.1
	Index	100.0	100.0
BBC Radio 3 (Q) – Weekly Reach All Stations Including Groups(Alpha)	Audience(000)	1,950	818
	Resps	1,307	573
	%Col	3.9	14.6
	%Row	100.0	42.0
	Index	100.0	377.8
All National Commercial Radio (Q) – Weekly Reach All Stations Including Groups(Alpha)	Audience(000)	13,655	5,591
	Resps	8,469	3,758
	%Col	27.1	100.0
	%Row	100.0	40.9
	Index	100.0	368.6
GCap London (4 stations plus Classic FM) (Q) – Weekly Reach All Stations Including Groups(Alpha)	Audience(000)	3,707	1,492
	Resps	1,588	701
	%Col	7.4	26.7
	%Row	100.0	40.2
	Index	100.0	362.3
theJazz (Q) – Weekly Reach All Stations Including Groups(Alpha)	Audience(000)	364	143
	Resps	216	90
	%Col	0.7	2.6
	%Row	100.0	39.2
	Index	100.0	352.8

Classic FM listeners are 277.8% more likely to listen to BBC Radio 3 than the average Adult in the Classic FM TSA.

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HOW DO I... *Code the reach for a specific daypart?*

Often it is interesting to analyse listening at specific times of the day. For example we may want to look at the peak periods such as breakfast or drivetime dayparts rather than the whole day. To code the breakfast show for Virgin Radio London follow these simple steps.

Step 1

In the tables insert the codes for All Adults and the Virgin Radio London TSA.

1 Table / Base	0 Columns	0 Rows
Title	Code	
1 All Adults - Demographics(Basic) and Virgin Radio London (H) - TSA - Commercial Stations - TSAs Station Groups	all AND (6`1060`6)	

Step 2

Skip columns and go to Rows. Use the Filter box to find *Virgin Radio London*.

Step 3

Double click on the heading to open up the Virgin Radio London section. Highlight the weekdays you would like to code up. days of the week from Monday through to Friday.

Virgin Radio London (H)
⊞ *Virgin Radio London (H) Monday*
⊞ *Virgin Radio London (H) Tuesday*
⊞ *Virgin Radio London (H) Wednesday*
⊞ *Virgin Radio London (H) Thursday*
⊞ *Virgin Radio London (H) Friday*
⊞ *Virgin Radio London (H) Saturday*
⊞ *Virgin Radio London (H) Sunday*
⊞ *Virgin Radio London (H) Weekdays(NOT FOR DAYPART CODING)*
⊞ *Virgin Radio London (H) Weekend(NOT FOR DAYPART CODING)*
⊞ *Virgin Radio London (H) All Week(NOT FOR DAYPART CODING)*
⊞ *Total Hrs Virgin Radio London (H)*

In the Search box type in **06;07;08;09** and click Enter or Go. This will display each of the quarter hour codes with these numbers in.

Virgin Radio London (H)
⊟ *Virgin Radio London (H) Monday*
  ⊟ *Virgin Radio London (H) Mon Qtr Hr Aud*
    0545-0600
    0600-0615
    0615-0630
    0630-0645
    0645-0700
    0700-0715
    0715-0730
    0730-0745
    0745-0800
    0800-0815
    0815-0830
    0830-0845
    0845-0900
    0900-0915
    0915-0930
    0930-0945
    0945-1000
⊟ *Virgin Radio London (H) Tuesday*
  ⊟ *Virgin Radio London (H) Tue Qtr Hr Aud*
    0545-0600
    0600-0615

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Step 3

Highlight the quarter hours 06:00 - 10:00 Monday-Friday, using the *Ctrl* key to ensure you select the correct quarter hour codes. Click *Any* in the middle grey column to combine the codes with an *OR*.

	1 Table / Base	0 Columns	1 Row
	Title	Code	
1	0600-0615 - Virgin Radio London (H) Mon Qtr Hr Aud or	((20606`03`1) OR (20606`03`2) OR (20606`03`3) OR	
	0615-0630 - Virgin Radio London (H) Mon Qtr Hr Aud or	(20606`03`4) OR (20606`03`5) OR (20606`03`6) OR	
	0630-0645 - Virgin Radio London (H) Mon Qtr Hr Aud or	(20606`03`7) OR (20606`03`8) OR (20606`03`9) OR	
	0645-0700 - Virgin Radio London (H) Mon Qtr Hr Aud or	(20606`03`0) OR (20606`03`X) OR (20606`03`Y) OR	
	0700-0715 - Virgin Radio London (H) Mon Qtr Hr Aud or	(20606`04`1) OR (20606`04`2) OR (20606`04`3) OR	

Step 4

Left click in the grid under the Title section to rename the coding. Call it *Virgin Radio London Monday – Friday Breakfast 6:00-10:00 Reach*.

Step 5

Crosstab the run to see the results. We can see that Virgin Radio London reaches 612,000 people in the Breakfast period Monday to Friday. That's 5.7% of people in the London TSA!

		Total
Total	Audience(000)	10,781
	Resps	4,639
	%Col	100.0
	%Row	100.0
	Index	100.0
Virgin Radio London	Audience(000)	612
Monday – Friday	Resps	255
Breakfast 6:00-10:00	%Col	5.7
Reach	%Row	100.0
	Index	100.0

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HOW DO I... *View figures in half-hour segments rather than quarter-hours?*

Respondents to the Rajar survey fill in a one-week diary for every quarter hour they listen to the radio. The data is then published in that quarter hour format. To look at the data in half-hours instead of quarter hours follow these steps.

Step 1

As always insert the codes for 'All adults' and the TSA for the station being analysed. In this example we will use 95.8 Capital Radio.

	1 Table / Base	0 Columns	0 Rows
	Title	Code	
1	All Adults - Demographics(Basic) and 95.8 Capital Radio (Q) - TSA - Commercial Stations - TSAs Local Stations (Excluding Groups)	all AND (6`0002`8)	

Step 2

Skip Columns and go to Rows. Use the Filter to find the 95.8 Capital Radio section.

Step 3

Double click 95.8 Capital Radio to open the category. The days of the week will be listed as well as weekday, weekend and all week totals. Open Monday, listed are all the quarter hours for Monday.

To analyse the data as half-hours all that needs to be done is to combine two quarter hours, use the Search as before to find the dayparts you want, e.g. 06.

95.8 Capital Radio (Q)
- 95.8 Capital Radio (Q) Monday
  - 95.8 Capital Radio (Q) Mon Qtr Hr Aud
    - 0545-0600
    - **0600-0615**
    - **0615-0630**
    - 0630-0645
    - 0645-0700

To look at the half hour 0600-0630 on Monday highlight the quarter hours then click *Any* as shown above.

	1 Table / Base	0 Columns	1 Row
	Title	Code	
1	0600-0615 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or 0615-0630 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud	((10028`03`1) OR (10028`03`2))	

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Step 4

Click Crosstab to see the results

			Total
Total	Audience(000)		10,781
	Resps		4,639
	%Col		100.0
	%Row		100.0
	Index		100.0
0600-0615 - 95.8	Audience(000)		93
Capital Radio (Q) Mon	Resps		35
Qtr Hr Aud or	%Col		0.9
0615-0630 - 95.8	%Row		100.0
Capital Radio (Q) Mon	Index		100.0
Qtr Hr Aud			

95.8 Capital Radio reaches 93,000 people between 06:00 and 06:30 on a Monday.

If Half-hour analysis is carried out regularly for a specific station then perhaps it would be a good idea to set up all the half hour codes for that station, permenantly in Crosstab with the use of *Own Codes*.

Briefly this would involve inserting every half-hour code for the whole week in a separate row, then saving and naming the codes appropriately as Own Codes. To do this click *Codes* along the top most toolbar, select *Save Own Codes*, give the codes a description, click *Save*, then *OK* to save to the *User Path*.

Once the codes are saved they can be used quickly and simply from the electronic code book in the own codes section.

Own Codes
⊞·· 95.8 Capital Radio Mon 6:00- 6:30 - P:\USER\95..prx
Own Publications

HOW DO I... *Code the average hours listened to a station?*

Coding average hours is a common type of analysis, and requires a small amount of manual input.
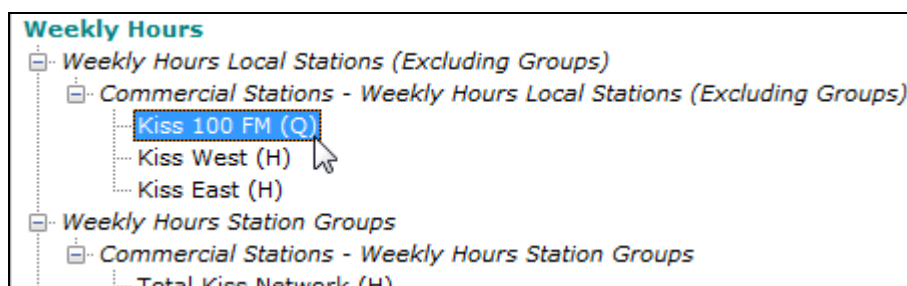
Step 1

In the table base insert the codes for All Adults and the TSA for Kiss 100 FM.

	1 Table / Base	0 Columns	0 Rows
	Title	Code	
1	All Adults - Demographics(Basic) and Kiss 100 FM (Q) - TSA - Commercial Stations - TSAs Local Stations (Excluding Groups)	all AND (6`0005`7)	

Step 2

Skip columns and go to Rows. In the Rows double click on *Weekly Hours*, with the section highlighted search for Kiss 100 FM. Put the code you are after across into the grid.

Weekly Hours
- Weekly Hours Local Stations (Excluding Groups)
    - Commercial Stations - Weekly Hours Local Stations (Excluding Groups)
        - Kiss 100 FM (Q)
        - Kiss West (H)
        - Kiss East (H)
- Weekly Hours Station Groups
    - Commercial Stations - Weekly Hours Station Groups
        - Total Kiss Network (H)

Step 4

At the moment the coding is giving you the total weekly hours listened to Kiss 100 FM and looks like this:

Title	Code
Kiss 100 FM (Q) - Commercial Stations - Weekly Hours Local Stations (Excluding Groups)	((NUM(10057,72,5))/400)

In order to find out the average hours listened to Kiss 100 FM listeners we need to edit the code. Click in the Code section of the grid and type **Meanz** at the front of the coding. It will now look like this:

Title	Code
Kiss 100 FM (Q) - Commercial Stations - Weekly Hours Local Stations (Excluding Groups)	Meanz((NUM(10057,72,5))/400)

Step 5

Finally, at the end of the code hit SPACE then type **dec (2)**. So the complete code will now look as follows:

Title	Code
Kiss 100 FM (Q) - Commercial Stations - Weekly Hours Local Stations (Excluding Groups)	Meanz((NUM(10057,72,5))/400) dec (2)

Note:
MEANZ = The command in Cosstab to calculate averages. The Z on the end means only those that do that activity, e.g. listen to Kiss 100 FM, will be included. Without the Z you will get average hours listen to Kiss 100 FM by All Adults in the TSA.
DEC (2) = The command in Crosstab to show results in decimal (2) places.

Step 6

Click OK and tab the run.

		Total
Total	Audience(000)	10,781
	Resps	4,639
	%Col	100.0
	%Row	100.0
	Index	100.0
Kiss 100 FM (Q) – Commercial Stations – Weekly Hours Local Stations (Excluding Groups)	Value	6.29
	Resps	561
	%Col	
	%Row	
	Index	

On average people listen to Kiss 100 FM for 6.29 hours per week!

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HOW DO I... *Code share of listening for the breakfast show only?*

This is a question that is often asked of the helpdesk. It is possible to code share of listening by daypart, but the codes are not pre-coded for the user.

In simple terms we want to achieve the following calculation:

(Capital FM breakfast daypart)*100 VDIV (All radio breakfast daypart)

Note
All Radio can be substituted for All Commercial Radio or All BBC Radio for share of commercial/non-commercial listening
VDIV = Crosstab command for 'divide by'

To code the share of listening for the 95.8 Capital FM breakfast show, follow these steps.

Step 1

Insert the codes for All Adults and the TSA for 95.8 Capital FM in the tables.

1 Table / Base	0 Columns	0 Rows
Title	Code	
1 All Adults - Demographics(Basic) and 95.8 Capital Radio (Q) - TSA - Commercial Stations - TSAs Local Stations (Excluding Groups)	all AND (6`0002`8)	

Step 2

Skip Columns and go to the Rows. In the electronic code book *Filter* on 95.8 Capital FM. Double click on Capital FM and highlight all the days you are interested in. In the *Search* box insert the following **06;07;08;09.** This will display the quarter hours between 06:00 and 10:00.

95.8 Capital Radio (Q)
- 95.8 Capital Radio (Q) Monday
- 95.8 Capital Radio (Q) Tuesday
- 95.8 Capital Radio (Q) Wednesday
- 95.8 Capital Radio (Q) Thursday
- 95.8 Capital Radio (Q) Friday
- 95.8 Capital Radio (Q) Saturday
- 95.8 Capital Radio (Q) Sunday
- 95.8 Capital Radio (Q) Weekdays(NOT FOR DAYPART CODING)
- 95.8 Capital Radio (Q) Weekend(NOT FOR DAYPART CODING)
- 95.8 Capital Radio (Q) All Week(NOT FOR DAYPART CODING)
- Total Hrs 95.8 Capital Radio (Q)

Step 3

Highlight the quarter hours from 06:00 - 10:00 Monday to Friday using the Ctrl button and click *Any* to combine the codes.
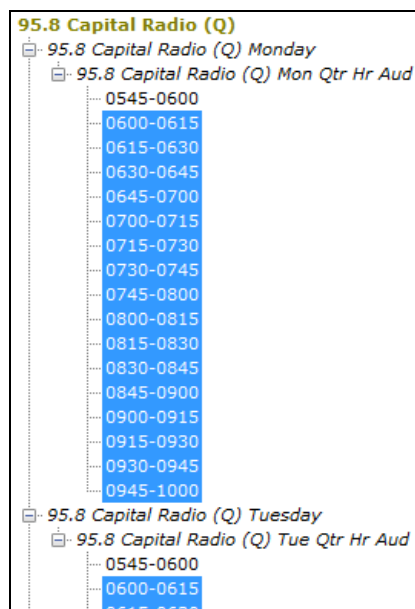
Step 4

To display the results as a percentage we must multiply this first section of coding by 100. Click ***** along the top grey toolbar and then click **Number** and enter 100 in the Value.

Click **(..)** along the middle grey toolbar to put brackets around all the coding.

Step 5

Next click **VDIV** which is found either along the top grey toolbar or under the More.. drop down menu also in the top grey toolbar. This puts VDIV at the end of your coding

Title	Code
0600-0615 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(((10028`03`1) OR (10028`03`2) OR (10028`03`3) OR
0615-0630 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(10028`03`4) OR (10028`03`5) OR (10028`03`6) OR
0630-0645 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(10028`03`7) OR (10028`03`8) OR (10028`03`9) OR
0645-0700 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(10028`03`0) OR (10028`03`X) OR (10028`03`Y) OR
0700-0715 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(10028`04`1) OR (10028`04`2) OR (10028`04`3) OR
0715-0730 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(10028`04`4) OR (10028`13`1) OR (10028`13`2) OR
0730-0745 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(10028`13`3) OR (10028`13`4) OR (10028`13`5) OR
0745-0800 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(10028`13`6) OR (10028`13`7) OR (10028`13`8) OR
0800-0815 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(10028`13`9) OR (10028`13`0) OR (10028`13`X) OR
0815-0830 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(10028`13`Y) OR (10028`14`1) OR (10028`14`2) OR
0830-0845 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(10028`14`3) OR (10028`14`4) OR (10028`23`1) OR
0845-0900 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(10028`23`2) OR (10028`23`3) OR (10028`23`4) OR
0900-0915 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(10028`23`5) OR (10028`23`6) OR (10028`23`7) OR
0915-0930 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(10028`23`8) OR (10028`23`9) OR (10028`23`0) OR
0930-0945 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(10028`23`X) OR (10028`23`Y) OR (10028`24`1) OR
0945-1000 - 95.8 Capital Radio (Q) Mon Qtr Hr Aud or	(10028`24`2) OR (10028`24`3) OR (10028`24`4) OR
0600-0615 - 95.8 Capital Radio (Q) Tue Qtr Hr Aud or	(10028`33`1) OR (10028`33`2) OR (10028`33`3) OR
0615-0630 - 95.8 Capital Radio (Q) Tue Qtr Hr Aud or	(10028`33`4) OR (10028`33`5) OR (10028`33`6) OR
0630-0645 - 95.8 Capital Radio (Q) Tue Qtr Hr Aud or	(10028`33`7) OR (10028`33`8) OR (10028`33`9) OR
0645-0700 - 95.8 Capital Radio (Q) Tue Qtr Hr Aud or	(10028`33`0) OR (10028`33`X) OR (10028`33`Y) OR
0700-0715 - 95.8 Capital Radio (Q) Tue Qtr Hr Aud or	(10028`34`1) OR (10028`34`2) OR (10028`34`3) OR
0715-0730 - 95.8 Capital Radio (Q) Tue Qtr Hr Aud or	(10028`34`4) OR (10028`43`1) OR (10028`43`2) OR
0730-0745 - 95.8 Capital Radio (Q) Tue Qtr Hr Aud or	(10028`43`3) OR (10028`43`4) OR (10028`43`5) OR
0745-0800 - 95.8 Capital Radio (Q) Tue Qtr Hr Aud or	(10028`43`6) OR (10028`43`7) OR (10028`43`8) OR
0800-0815 - 95.8 Capital Radio (Q) Tue Qtr Hr Aud or	(10028`43`9) OR (10028`43`0) OR (10028`43`X) OR
0815-0830 - 95.8 Capital Radio (Q) Tue Qtr Hr Aud or	(10028`43`Y) OR (10028`44`1) OR (10028`44`2) OR
0830-0845 - 95.8 Capital Radio (Q) Tue Qtr Hr Aud or	(10028`44`3) OR (10028`44`4)) * #100) VDIV

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Step 6

We now need to code the same breakfast daypart for All Radio. *Reset* the electronic codebook and *Filter* on *All Radio*. As before highlight the days you are interested in and search for **06;07;08;09**.

Highlight every quarter hour from 06:00 - 10:00 Monday through to Friday and click on Any to combine the codes and complete the coding.

Step 7

Tidy the titling and click Crosstab.

		Total
Total	Audience(000)	10,781
	Resps	4,639
	%Col	100.0
	%Row	100.0
	Index	100.0
95.8 Capital Radio	Value	11.13
Breakfast % Share	Resps	3,736
	%Col	
	%Row	
	Index	

95.8 Capital FM has a 11.13% share for the breakfast show within the 95.8 Capital Radio London TSA!

HOW DO I... *Code loyalty to a station?*

The loyalty to a station can be calculated using Crosstab. For example, we could find out the number of people who listen to a specific station 80% or more of the time that they listen to the radio.

Step 1

In the table insert the code for All Adults and XFM 104.9 *Weekly Reach* along with its *TSA*.

	1 Table / Base	0 Columns	0 Rows
	Title	Code	
1	All Adults - Demographics(Basic) and XFM 104.9 (Q) - Commercial Stations - Weekly Reach Local Stations (Excluding Groups) and XFM 104.9 (Q) - TSA - Commercial Stations - TSAs Local Stations (Excluding Groups)	all AND (10278711) AND (6`0027`8)	

Step 2

In the columns search for and insert the code for *XFM Weekly Hours*.

	1 Table / Base	1 Column	0 Rows
	Title	Code	
1	XFM 104.9 (Q) - Commercial Stations - Weekly Hours Local Stations (Excluding Groups)	((NUM(10278,72,5))/400)	

Step 3

While the coding is still highlighted, click on **>** along the top grey toolbar. In the box that appears enter 0.8 (for 80%). The code should now appear as below:

	1 Table / Base	1 Column	0 Rows
	Title	Code	
1	XFM 104.9 (Q) - Commercial Stations - Weekly Hours Local Stations (Excluding Groups) > #0.8	((NUM(10278,72,5))/400) > #0.8	

Step 4

Now press the multiply button ***** and enter the *All Radio Weekly Hours* code. The code will look as follows:

	1 Table / Base	1 Column	0 Rows
	Title	Code	
1	XFM 104.9 (Q) - Commercial Stations - Weekly Hours Local Stations (Excluding Groups) > #0.8 * All Radio (Q) - Weekly Hours All Stations Including Groups(Alpha)	((NUM(10278,72,5))/400) > #0.8 * ((NUM(11999,72,5))/400)	

Step 5

It us also possible to code up people who are not loyal, i.e. those listen for less than 80% of the time. Start as before with the XFM 104.9 *Weekly Hours* code.

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Step 6

Now click < = and type 0.8 in the dialogue box. Click *.

Step 7

Search for and insert the *Weekly Hours* code for All Radio. The final coding should look like this:

2	XFM 104.9 (Q) - Commercial Stations - Weekly Hours Local Stations (Excluding Groups) <= #0.8 * All Radio (Q) - Weekly Hours All Stations Including Groups(Alpha)	((NUM(10278,72,5))/400) <= #0.8 * ((NUM(11999,72,5))/400)

Step 8

Rename the Titles and tab the run.

		Total
Total	Audience(000)	513
	Resps	195
	%Col	100.0
	%Row	100.0
	Index	100.0
XFM 104.9 > #0.8 * All Radio	Audience(000)	75
	Resps	28
	%Col	14.6
	%Row	100.0
	Index	100.0
XFM 104.9 <= #0.8 * All Radio	Audience(000)	438
	Resps	167
	%Col	85.4
	%Row	100.0
	Index	100.0

We can see that of the 513,000 people XFM reaches, 75,000 listen to XFM for 80% of their listening time! That's 14.6% of the XFM audience.

HOW DO I... *Code place of listening?*

The Rajar diary is structured as follows:

														At Home	In a Car/Van/Lorry	At Work	Elsewhere	AM/FM	DAB	Digital TV	Internet
	Station Names Printed Here												Location					Platform			
	1	2	3	4	5	6	7	8	9	10	11	12	At Home	In a Car/Van/Lorry	At Work	Elsewhere	AM/FM	DAB	Digital TV	Internet
6:00-6:15	✓													✓						
6:15-6:30																				

So for every quarter hour a respondent listens to the radio they fill in the diary to show where they are listening and via what platform, as shown above. This respondent listened between 6.00 and 6.15 **and** they listened in car.

To code this type of analysis, follow these steps:

Step 1

Input the Base, All Adults and the *TSA* for talkSPORT.

	1 Table / Base	0 Columns	0 Rows
	Title	Code	
1	All Adults - Demographics(Basic) and talkSPORT (Q) - TSA - Commercial Stations - TSAs National Stations (Excluding Groups)	all AND (6`0021`1)	

Step 2

Skip Columns go to Rows. We need to code new dayparts for *talkSPORT AND Listening in Car* for each quarter hour. We have devised a fast way of coding these dayparts, the same logic follows if you want to code up *Platform Listened Via*.

In this example we are going to look at Saturday Listening between 2:00 and 4:00.

Step 3

Filter on talkSPORT and open the category. Now open Saturday, highlight 1400 – 1600 and use the green arrow to put the dayparts across into the grid.

1400-1415
1415-1430
1430-1445
1445-1500
1500-1515
1515-1530
1530-1545
1545-1600

	1 Table / Base	0 Columns	8 Rows
	Title	Code	
1	1400-1415 - talkSPORT (Q) Sat Qtr Hr Aud	(10211`55`9)	
2	1415-1430 - talkSPORT (Q) Sat Qtr Hr Aud	(10211`55`0)	
3	1430-1445 - talkSPORT (Q) Sat Qtr Hr Aud	(10211`55`X)	
4	1445-1500 - talkSPORT (Q) Sat Qtr Hr Aud	(10211`55`Y)	
5	1500-1515 - talkSPORT (Q) Sat Qtr Hr Aud	(10211`56`1)	
6	1515-1530 - talkSPORT (Q) Sat Qtr Hr Aud	(10211`56`2)	
7	1530-1545 - talkSPORT (Q) Sat Qtr Hr Aud	(10211`56`3)	
8	1545-1600 - talkSPORT (Q) Sat Qtr Hr Aud	(10211`56`4)	

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Step 4

Click AND while the coding is still blue, it will now look like this:

	1 Table / Base	0 Columns	8 Rows
	Title	Code	
1	1400-1415 - talkSPORT (Q) Sat Qtr Hr Aud and	(10211`55`9) AND	
2	1415-1430 - talkSPORT (Q) Sat Qtr Hr Aud and	(10211`55`0) AND	
3	1430-1445 - talkSPORT (Q) Sat Qtr Hr Aud and	(10211`55`X) AND	
4	1445-1500 - talkSPORT (Q) Sat Qtr Hr Aud and	(10211`55`Y) AND	
5	1500-1515 - talkSPORT (Q) Sat Qtr Hr Aud and	(10211`56`1) AND	
6	1515-1530 - talkSPORT (Q) Sat Qtr Hr Aud and	(10211`56`2) AND	
7	1530-1545 - talkSPORT (Q) Sat Qtr Hr Aud and	(10211`56`3) AND	
8	1545-1600 - talkSPORT (Q) Sat Qtr Hr Aud and	(10211`56`4) AND	

Step 5

Reset the electronic code book. Now Filter on *Listened in Car*. Again highlight the quarter hours 1400 - 1600 on Saturday. Use the green arrow to add the the location codes to the end of existing. Click on **(..)** to bracket off all the coding.

	1 Table / Base	0 Columns	8 Rows
	Title	Code	
1	1400-1415 - talkSPORT (Q) Sat Qtr Hr Aud and 1400-1415 - Location In Car/Van/Lorry Sat Qtr Hr Aud	((10211`55`9) AND (22`55`9))	
2	1415-1430 - talkSPORT (Q) Sat Qtr Hr Aud and 1415-1430 - Location In Car/Van/Lorry Sat Qtr Hr Aud	((10211`55`0) AND (22`55`0))	
3	1430-1445 - talkSPORT (Q) Sat Qtr Hr Aud and 1430-1445 - Location In Car/Van/Lorry Sat Qtr Hr Aud	((10211`55`X) AND (22`55`X))	
4	1445-1500 - talkSPORT (Q) Sat Qtr Hr Aud and 1445-1500 - Location In Car/Van/Lorry Sat Qtr Hr Aud	((10211`55`Y) AND (22`55`Y))	
5	1500-1515 - talkSPORT (Q) Sat Qtr Hr Aud and 1500-1515 - Location In Car/Van/Lorry Sat Qtr Hr Aud	((10211`56`1) AND (22`56`1))	
6	1515-1530 - talkSPORT (Q) Sat Qtr Hr Aud and 1515-1530 - Location In Car/Van/Lorry Sat Qtr Hr Aud	((10211`56`2) AND (22`56`2))	
7	1530-1545 - talkSPORT (Q) Sat Qtr Hr Aud and 1530-1545 - Location In Car/Van/Lorry Sat Qtr Hr Aud	((10211`56`3) AND (22`56`3))	
8	1545-1600 - talkSPORT (Q) Sat Qtr Hr Aud and 1545-1600 - Location In Car/Van/Lorry Sat Qtr Hr Aud	((10211`56`4) AND (22`56`4))	

Step 6

The result of the first 4 steps gives us the individual station quarter hours combined with their place of listening, in separate rows. We are now going to save the quarter hours as *Own Codes*. It is a good idea at this point to tidy the titling. Make the new titles as short and meaningful as possible.

Go to the *Codes* drop down menu and click *Save Own Code*. Give your codes a description, click Save and then OK and OK.

Step 7

The next time you go into the electronic code book the code will be available for selection in the *Own Codes* section at the top.

Own Codes
⊞ 95.8 Capital Radio Mon 6:00- 6:30 - P:\USER\95..prx
⊟ talkSPORT and in Car 2-4 Sat - P:\USER\Talksport and in car 2-4 Sat.
⸱⸱⸱⸱ 1400-1415 - talkSPORT and in Car - Sat
⸱⸱⸱⸱ 1415-1430 - talkSPORT and in Car - Sat
⸱⸱⸱⸱ 1430-1445 - talkSPORT and in Car - Sat
⸱⸱⸱⸱ 1445-1500 - talkSPORT and in Car - Sat
⸱⸱⸱⸱ 1500-1515 - talkSPORT and in Car - Sat
⸱⸱⸱⸱ 1515-1530 - talkSPORT and in Car - Sat
⸱⸱⸱⸱ 1530-1545 - talkSPORT and in Car - Sat
⸱⸱⸱⸱ 1545-1600 - talkSPORT and in Car - Sat

These codes will now function in the same way as any standard code in the survey.

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Step 8

Clear the Rows of the previous coding. Now go to the Columns, and open the *Own Codes* section of the electronic code book. To code *talkSPORT listening in Car between 2:00 – 6:00 on Saturday Reach* highlight the relevant Own Code heading and click *Any*.

1 Table / Base	1 Column	0 Rows

	Title	Code
1	1400-1415 - talkSPORT and in Car - Sat or 1415-1430 - talkSPORT and in Car - Sat or 1430-1445 - talkSPORT and in Car - Sat or 1445-1500 - talkSPORT and in Car - Sat or 1500-1515 - talkSPORT and in Car - Sat or 1515-1530 - talkSPORT and in Car - Sat or 1530-1545 - talkSPORT and in Car - Sat or 1545-1600 - talkSPORT and in Car - Sat	(((10211`55`9) AND (22`55`9)) OR ((10211`55`0) AND (22`55`0)) OR ((10211`55`X) AND (22`55`X)) OR ((10211`55`Y) AND (22`55`Y)) OR ((10211`56`1) AND (22`56`1)) OR ((10211`56`2) AND (22`56`2)) OR ((10211`56`3) AND (22`56`3)) OR ((10211`56`4) AND (22`56`4)))

Effectively we have coded the way in which the Rajar diary depicts we must.

Step 9

This daypart can now be cross analised with any information on the survey. Crosstab the run when done.

		Total	talkSPORT in Car Saturday 2-4 Reach
Total	Audience(000)	50,334	72
	Resps	31,821	43
	%Col	100.0	100.0
	%Row	100.0	0.1
	Index	100.0	100.0
Class AB – Demographics(Basic)	Audience(000)	9,945	16
	Resps	6,266	12
	%Col	19.8	21.6
	%Row	100.0	0.2
	Index	100.0	109.4
Class C1 – Demographics(Basic)	Audience(000)	17,034	34
	Resps	10,099	18
	%Col	33.8	47.0
	%Row	100.0	0.2
	Index	100.0	138.9
Class C2 – Demographics(Basic)	Audience(000)	11,478	20
	Resps	7,648	11
	%Col	22.8	27.8
	%Row	100.0	0.2
	Index	100.0	121.9
Class DE – Demographics(Basic)	Audience(000)	11,877	3
	Resps	7,808	2
	%Col	23.6	3.6
	%Row	100.0	0.0
	Index	100.0	15.1

talkSPORT reaches 72,000 diferent people in their vehicles between 2.00 and 4.00 on Saturday. 47% of those people are Social Grade C1.

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HOW DO I... *Weekly Hours listen via a platform?*

From Rajar Wave 2 2007 the diary filled in by Rajar respondents included the usual station listened to, location in at and additionally platform listen via. Respondents therefore had to answer whether they used AM/FM, DAB, Digital TV or Internet to listen to the radio.

Weekly Hour codes are provided already for each of the stations but when you want to code up weekly hours listen via a certain platform you need to do some manual coding.

For this example we will find out the weekly hours listen to Radio 2 via DAB.

Step 1

Input the Base, All Adults and the *TSA* for BBC Radio 2.

	1 Table / Base	0 Columns	0 Rows
	Title	Code	
1	All Adults - Demographics(Basic) and BBC Radio 2 (Q) - TSA - BBC Stations - TSAs National Stations (Excluding Groups)	all AND (6`1100`2)	

Step 2

We need to code up new dayparts for BBC Radio 2 AND Listen via DAB.

Skip the Columns and go to Rows. Filter on *Radio 2*, open the section and highlight all the days you are interested in, e.g. Mon – Fri. Use the green arrow to put all the codes in the grid separately.

BBC Radio 2 (Q)
- BBC Radio 2 (Q) Monday
- BBC Radio 2 (Q) Tuesday
- BBC Radio 2 (Q) Wednesday
- BBC Radio 2 (Q) Thursday
- BBC Radio 2 (Q) Friday
- BBC Radio 2 (Q) Saturday
- BBC Radio 2 (Q) Sunday
- BBC Radio 2 (Q) Weekdays(NOT FOR DAYPART CODING)
- BBC Radio 2 (Q) Weekend(NOT FOR DAYPART CODING)
- BBC Radio 2 (Q) All Week(NOT FOR DAYPART CODING)
- Total Hrs BBC Radio 2 (Q)

	1 Table / Base	0 Columns	600 Rows
	Title	Code	
1	0000-0015 - BBC Radio 2 (Q) Mon Qtr Hr Aud	(10002`01`1)	
2	0015-0030 - BBC Radio 2 (Q) Mon Qtr Hr Aud	(10002`01`2)	
3	0030-0045 - BBC Radio 2 (Q) Mon Qtr Hr Aud	(10002`01`3)	
4	0045-0100 - BBC Radio 2 (Q) Mon Qtr Hr Aud	(10002`01`4)	
5	0100-0115 - BBC Radio 2 (Q) Mon Qtr Hr Aud	(10002`01`5)	
6	0115-0130 - BBC Radio 2 (Q) Mon Qtr Hr Aud	(10002`01`6)	
7	0130-0145 - BBC Radio 2 (Q) Mon Qtr Hr Aud	(10002`01`7)	
8	0145-0200 - BBC Radio 2 (Q) Mon Qtr Hr Aud	(10002`01`8)	
9	0200-0215 - BBC Radio 2 (Q) Mon Qtr Hr Aud	(10002`01`9)	
10	0215-0230 - BBC Radio 2 (Q) Mon Qtr Hr Aud	(10002`01`0)	
11	0230-0245 - BBC Radio 2 (Q) Mon Qtr Hr Aud	(10002`01`X)	

Step 3

Click AND in the middle grey column and Reset your codebook.

0000-0015 - BBC Radio 2 (Q) Mon Qtr Hr Aud and	(10002`01`1) AND
0015-0030 - BBC Radio 2 (Q) Mon Qtr Hr Aud and	(10002`01`2) AND
0030-0045 - BBC Radio 2 (Q) Mon Qtr Hr Aud and	(10002`01`3) AND
0045-0100 - BBC Radio 2 (Q) Mon Qtr Hr Aud and	(10002`01`4) AND

Step 4

Find the section called *Platform DAB*, open it and highlight the same days as before. Once again you the green arrow to add DAB to the coding. Click **(..)** to bracket off the coding. Save this as *Own Codes*.

	1 Table / Base	0 Columns	600 Rows
	Title	Code	
1	0000-0015 - BBC Radio 2 (Q) Mon Qtr Hr Aud and 0000-0015 - Platform DAB Mon Qtr Hr Aud	((10002`01`1) AND (32`01`1))	
2	0015-0030 - BBC Radio 2 (Q) Mon Qtr Hr Aud and 0015-0030 - Platform DAB Mon Qtr Hr Aud	((10002`01`2) AND (32`01`2))	
3	0030-0045 - BBC Radio 2 (Q) Mon Qtr Hr Aud and 0030-0045 - Platform DAB Mon Qtr Hr Aud	((10002`01`3) AND (32`01`3))	
4	0045-0100 - BBC Radio 2 (Q) Mon Qtr Hr Aud and 0045-0100 - Platform DAB Mon Qtr Hr Aud	((10002`01`4) AND (32`01`4))	

Step 5

Open Own Codes and highlight the heading for the coding we just created and click SUM in the middle grey column.

```
Own Codes
⊟ Radio 2 and DAB Mon-Fri - P:\USER\Radio 2 and DAB Mon-Fri.prx
        0000-0015 - BBC Radio 2 (Q) Mon Qtr Hr Aud and 0000-0015 - Platf
        0015-0030 - BBC Radio 2 (Q) Mon Qtr Hr Aud and 0015-0030 - Platf
        0030-0045 - BBC Radio 2 (Q) Mon Qtr Hr Aud and 0030-0045 - Platf
        0045-0100 - BBC Radio 2 (Q) Mon Qtr Hr Aud and 0045-0100 - Platf
        0100-0115 - BBC Radio 2 (Q) Mon Qtr Hr Aud and 0100-0115 - Platf
        0115-0130 - BBC Radio 2 (Q) Mon Qtr Hr Aud and 0115-0130 - Platf
        0130-0145 - BBC Radio 2 (Q) Mon Qtr Hr Aud and 0130-0145 - Platf
```

Step 6

The coding will now have all the quarter hours combined with +, in order to make them into hours we need to divide by 4. To do this click on ÷, then Number along the top grey toolbar and enter 4 in the value field.

```
(32`49`8)) + ((10002`49`9) AND (32`49`9)) +
((10002`49`0) AND (32`49`0)) + ((10002`49`X) AND
(32`49`X)) + ((10002`49`Y) AND (32`49`Y)) +
((10002`50`1) AND (32`50`1)) + ((10002`50`2) AND
(32`50`2)) + ((10002`50`3) AND (32`50`3)) +
((10002`50`4) AND (32`50`4)) + ((10002`50`5) AND
(32`50`5)) + ((10002`50`6) AND (32`50`6)) +
((10002`50`7) AND (32`50`7)) + ((10002`50`8) AND
(32`50`8)) + ((10002`50`9) AND (32`50`9)) +
((10002`50`0) AND (32`50`0)) + ((10002`50`X) AND
(32`50`X)) + ((10002`50`Y) AND (32`50`Y))) / #4
```

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Step 7

If you want to look at the average hours listen to Radio 2 via DAB *Copy* the coding we just did, *Paste* it into a second Row and write Meanz at the front of the coding. (Refer to Pg. 13- How do I code average hours listened to a station?)

1 Table / Base	0 Columns	2 Rows
Title		Code
2	0000-0015 - BBC Radio 2 (Q) Mon Qtr Hr Aud and 0000-0015 - Platform DAB Mon Qtr Hr Aud + 0015-0030 - BBC Radio 2 (Q) Mon Qtr Hr Aud and 0015-0030 - Platform DAB Mon Qtr Hr Aud + 0030-0045 - BBC Radio 2 (Q) Mon Qtr Hr Aud and 0030-0045 - Platform DAB Mon Qtr Hr Aud + 0045-0100 - BBC Radio 2 (Q) Mon Qtr Hr Aud and 0045-0100 - Platform DAB Mon Qtr Hr Aud	meanz(((10002`01`1) AND (32`01`1)) + ((10002`01`2) AND (32`01`2)) + ((10002`01`3) AND (32`01`3)) + ((10002`01`4) AND (32`01`4)) + ((10002`01`5) AND (32`01`5)) + ((10002`01`6) AND (32`01`6)) + ((10002`01`7) AND (32`01`7)) + ((10002`01`8) AND (32`01`8)) + ((10002`01`9) AND (32`01`9)) +

Step 8

Crosstab to see the results.

		Total
Total	Audience(000)	50,334
	Resps	31,821
	%Col	100.0
	%Row	100.0
	Index	100.0
Radio 2 Mon-Fri Hours listen via DAB	Audience(000)	12,812
	Resps	1,154
	%Col	25.5
	%Row	100.0
	Index	100.0
Radio 2 Mon – Fri Ave Hours listen via DAB	Value	8
	Resps	1,154
	%Col	
	%Row	
	Index	

People within the BBC Radio 2 TSA listen to BBC Radio 2 via DAB for 12,812,000 hours during the week (Mon-Fri). On average these people listen for 8 hours every Mon – Fri to BBC Radio 2 via DAB.

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HOW DO I... *Code Solus Listening via a Platform?*

Solus Listening codes are provided already for each of the stations but when you want to code up Solus Listening via a certain platform you need to do some manual coding. We are going to follow this calculation:

(SUM Radio Dayparts <> 0) AND (SUM Radio Dayparts = (SUM Platform AND Radio Dayparts))

| **Part 1** | **Part 2** | **Part 3** |

For this example we will find out how many people listen to Radio 1 via the Internet and no other platform.

Step 1

Put in a Base of *All Adults AND BBC Radio 1 TSA*.

1 Table / Base	2 Columns	0 Rows
Title	Code	
1	All Adults - Demographics(Basic) and BBC Radio 1 (Q) - TSA - BBC Stations - TSAs National Stations (Excluding Groups)	all AND (6`1100`1)

Step 2

First of all we need to create dayparts for Radio 1 AND Platform Internet, this will make up Part 3 of the calculation above.

Skip the Columns and go to Rows. Filter on *Radio 1* and highlight the days you are interested in and use the green arrow to put all the quarter hours seperately into the grid.

1 Table / Base	0 Columns	840 Rows
	Title	Code
1	0000-0015 - BBC Radio 1 (Q) Mon Qtr Hr Aud	(10001`01`1)
2	0015-0030 - BBC Radio 1 (Q) Mon Qtr Hr Aud	(10001`01`2)
3	0030-0045 - BBC Radio 1 (Q) Mon Qtr Hr Aud	(10001`01`3)
4	0045-0100 - BBC Radio 1 (Q) Mon Qtr Hr Aud	(10001`01`4)
5	0100-0115 - BBC Radio 1 (Q) Mon Qtr Hr Aud	(10001`01`5)
6	0115-0130 - BBC Radio 1 (Q) Mon Qtr Hr Aud	(10001`01`6)
7	0130-0145 - BBC Radio 1 (Q) Mon Qtr Hr Aud	(10001`01`7)

Step 3

Click AND. Reset your code book and find the *Platform Internet* section. Highlight the same days as before and use the green arrow to add Internet codes. Click **(..)** and save this as *Own Codes*.

	Title	Code
	1 Table / Base	0 Columns	840 Rows

	Title	Code
1	0000-0015 - BBC Radio 1 (Q) Mon Qtr Hr Aud and 0000-0015 - Platform Internet Mon Qtr Hr Aud	((10001`01`1) AND (34`01`1))
2	0015-0030 - BBC Radio 1 (Q) Mon Qtr Hr Aud and 0015-0030 - Platform Internet Mon Qtr Hr Aud	((10001`01`2) AND (34`01`2))
3	0030-0045 - BBC Radio 1 (Q) Mon Qtr Hr Aud and 0030-0045 - Platform Internet Mon Qtr Hr Aud	((10001`01`3) AND (34`01`3))
4	0045-0100 - BBC Radio 1 (Q) Mon Qtr Hr Aud and 0045-0100 - Platform Internet Mon Qtr Hr Aud	((10001`01`4) AND (34`01`4))

Step 4

Now we are going to start coding up the calculation.

Filter on Radio 1, open the section and highlight the days as before, then click on *SUM* in the middle grey toolbar. Then along the top grey toolbar click **<>** and enter 0 in the value box.

BBC Radio 1 (Q)
⊞ BBC Radio 1 (Q) Monday
⊞ BBC Radio 1 (Q) Tuesday
⊞ BBC Radio 1 (Q) Wednesday
⊞ BBC Radio 1 (Q) Thursday
⊞ BBC Radio 1 (Q) Friday
⊞ BBC Radio 1 (Q) Saturday
⊞ BBC Radio 1 (Q) Sunday
⊞ BBC Radio 1 (Q) Weekdays(NOT FOR DAYPART CODING)
⊞ BBC Radio 1 (Q) Weekend(NOT FOR DAYPART CODING)
⊞ BBC Radio 1 (Q) All Week(NOT FOR DAYPART CODING)
⊞ Total Hrs BBC Radio 1 (Q)

SUM   <>

```
(10001`68`0) + (10001`68`X) + (10001`68`Y) +
(10001`69`1) + (10001`69`2) + (10001`69`3) +
(10001`69`4) + (10001`69`5) + (10001`69`6) +
(10001`69`7) + (10001`69`8) + (10001`69`9) +
(10001`69`0) + (10001`69`X) + (10001`69`Y) +
(10001`70`1) + (10001`70`2) + (10001`70`3) +
(10001`70`4) + (10001`70`5) + (10001`70`6) +
(10001`70`7) + (10001`70`8) + (10001`70`9) +
(10001`70`0) + (10001`70`X) + (10001`70`Y)) <> #0)
```

Click **(..)** to bracket off Part 1.

You have coded up people that listen to BBC Radio 1, i.e. those with BBC Radio 1 dayparts that are not equal (**<>**) to zero.

Step 5

Click AND. Then click on the single open bracket found in the middle grey column **(**

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Step 6

The BBC Radio 1 days should still be highlightged from Step 4, click SUM again to put them in the grid at the end of the existing coding (this makes up Part 2).

Click = along the top grey toolbar, close the Number box that opens (the equals sign will already be in your grid).

Reset your codebook and open Own Codes, find the codes you saved earlier (Radio 1 and Internet). Highlight the heading and click SUM (this is Part 3). Close the brackets using **)**
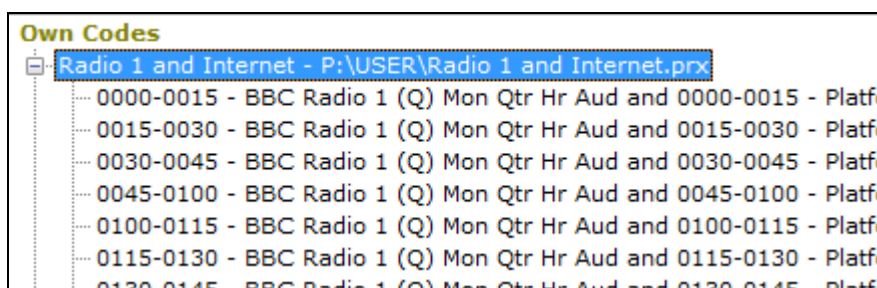
Parts 2 and 3 code up people whose listenership to BBC Radio 1 equals their listenership to BBC Radio 1 via Internet, i.e. they only listen to BBC Radio 1 via the Internet.

Step 7

Tidy the titling and Crosstab to see the results.

There are 90,000 people who listen to BBC Radio 1 via in the Internet and no other platform.

HOW DO I... *Code Heavy, Medium and Light listeners to a station?*

Heavy, medium and light listeners to a station can be coded with the use of the *N-tiles* function in crosstab. The N-tile feature allows the user to break a market down in to equal size groups of respondents. The purpose being that the user can now use those groups to create heavy, medium and light listeners to a station.

For this example we will code heavy, medium and light listeners to Heart 106.2 FM.

Step1

In the table base insert All Adults and the *Weekly Reach* and *TSA* for *Heart 106.2 FM.*

1 Table / Base		0 Columns	0 Rows
	Title	Code	
1	All Adults - Demographics(Basic) and Heart 106.2 FM (Q) - Commercial Stations - Weekly Reach Local Stations (Excluding Groups) and Heart 106.2 FM (Q) - TSA - Commercial Stations - TSAs Local Stations (Excluding Groups)	all AND (10224711) AND (6`0022`4)	

Step 2

Skip Columns and go to Rows. In the first Row insert the code for Heart 106.2 FM Weekly Hours.

1 Table / Base		1 Column	0 Rows
	Title	Code	
1	Heart 106.2 FM (Q) - Commercial Stations - Weekly Hours Local Stations (Excluding Groups)	((NUM(10224,72,5))/400)	

Step 3

Right hand click on the grid and select NTilesZ

NtilesZ will only code people that listen to Heart 106.2 FM.

Ntiles will include everyone in the base, including those that don't listen to the station.

Cut	Ctrl+X
Copy	Ctrl+C
Paste	Ctrl+V
Undo	Ctrl+Z
Find	Ctrl+F
Replace	Ctrl+R
Range Replace...	
Send To	▶
Clear grid	
Delete selected rows	
Insert row	
Test	
Tidy	
Set columns	
NTiles	
NTilesZ	
Expand	

Step 4

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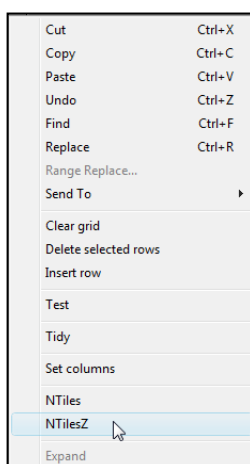
Next to Tiles change it to 3, this will separate the Heart 106.2 FM hours into 3 equal groups. Click *Set NTiles*.

Click *Calculate* and the Total column is filled. This will tell you how many hours heavy, medium and light listeners to the station listen for. In the example above it shows that people in the third Ntile (heavy) listen for between 6 and 66 hours a week to Heart 106.2 FM.

Step 5

Click OK, you will go back to the coding grid and there will be three additional columns, one for each of the 3 equal groups.

Step 6

At the moment all the codes are in the columns however the best way to analyse NTiles is to crosstab them against the original Weekly Hours code.

As the NTiles are still highlighted blue, the quickest way to move them is to right hand click on the grid, select *Send To* and then Rows.

Step 7

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Crosstab to see the results.

		Total	Heart 106.2 FM (Q) - Commercial Stations - Weekly Hours Local Stations (E...
Total	*Audience(000)*	1,842	13,408
	Resps	782	782
	%Col	100.0	100.0
	%Row	100.0	728.0
	Index	100.0	100.0
Heart 106.2 FM (Q) - Commercial Stations - Weekly Hours Local Stations (Excluding Groups) : 0%, 33.3% - 0.1-1.8	*Audience(000)*	601	521
	Resps	250	250
	%Col	32.6	3.9
	%Row	100.0	86.8
	Index	100.0	11.9
Heart 106.2 FM (Q) - Commercial Stations - Weekly Hours Local Stations (Excluding Groups) : 33.3%, 66.7% - 1.8-6	*Audience(000)*	601	2,058
	Resps	257	257
	%Col	32.6	15.3
	%Row	100.0	342.5
	Index	100.0	47.0
Heart 106.2 FM (Q) - Commercial Stations - Weekly Hours Local Stations (Excluding Groups) : 66.7%, 100% - 6-66.6	*Audience(000)*	640	10,829
	Resps	275	275
	%Col	34.8	80.8
	%Row	100.0	1,691.2
	Index	100.0	232.3

In total Heart 106.2 FM listeners, listen for 13.4 million hours. 10.8 million of those hours are made up from our heavy listeners, that's 80.8% of the total!

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HOW DO I...*find the listenership of 5 different London Radio stations?*

Previously to code this type of run, we would have to do a separate run for each station. With wildcard coding however, we can view the audience of different stations by daypart at the same time in the same run.

Step 1: Select the latest RAJAR. In this case RAJAR Wave 1 2003. In the Table Base, input the 95.8 Capital FM TSA.
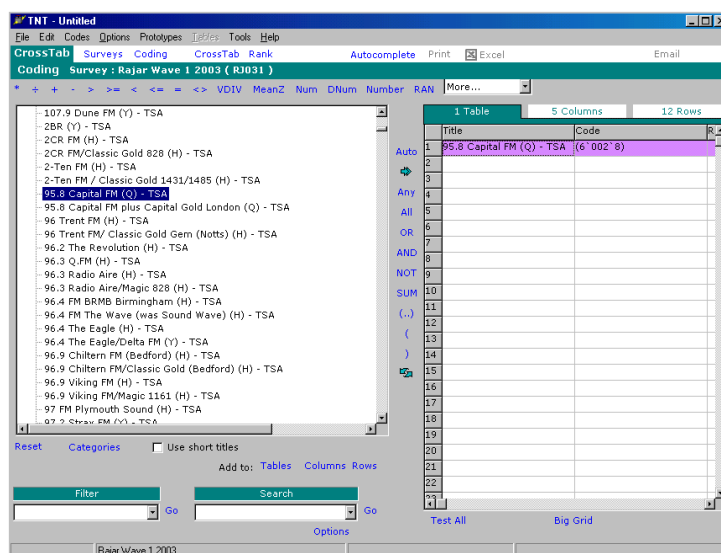
Step 2: Click on the Columns tab to select it. Scroll down to the end of the Codebook where you will find the Wildcard: Stations section. Double click it to open the section and highlight the five London stations by single clicking whilst holding down the CTRL key. Now click the ⇨ button to move the codes to the coding screen. The coding should look the same as below.

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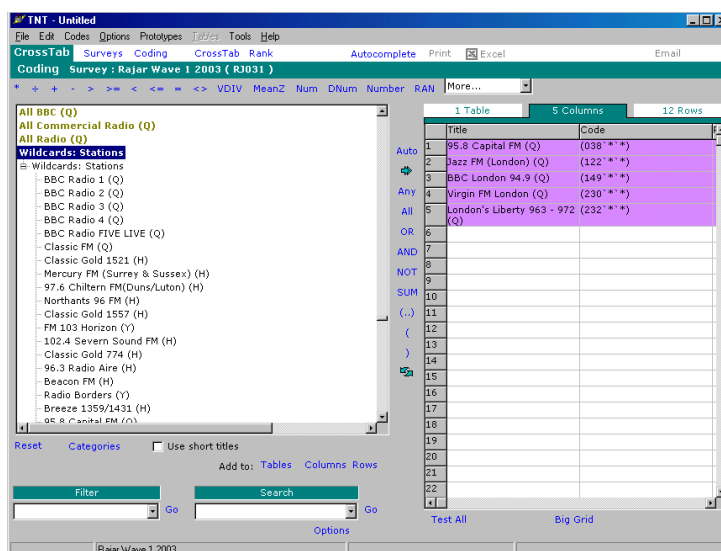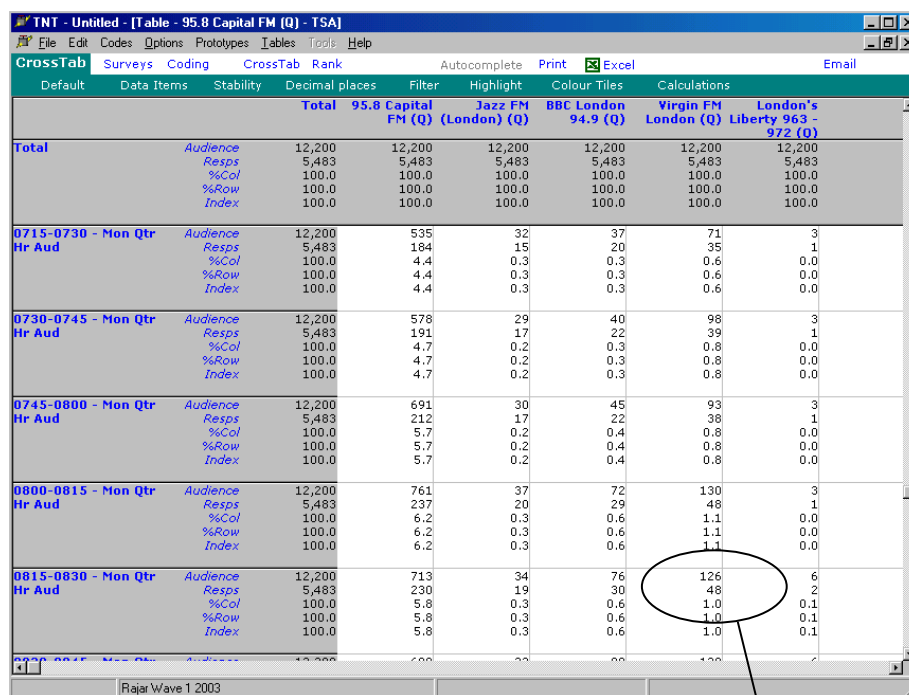
Step 3: Next, Scroll down to the bottom of the code book and double click on *Wildcards: Dayparts* and *Times* to open it. Now double click on *Monday* to open it. Highlight the hours between 6 and 9 am and click the ➡ button to separate them. Your coding should look like this.
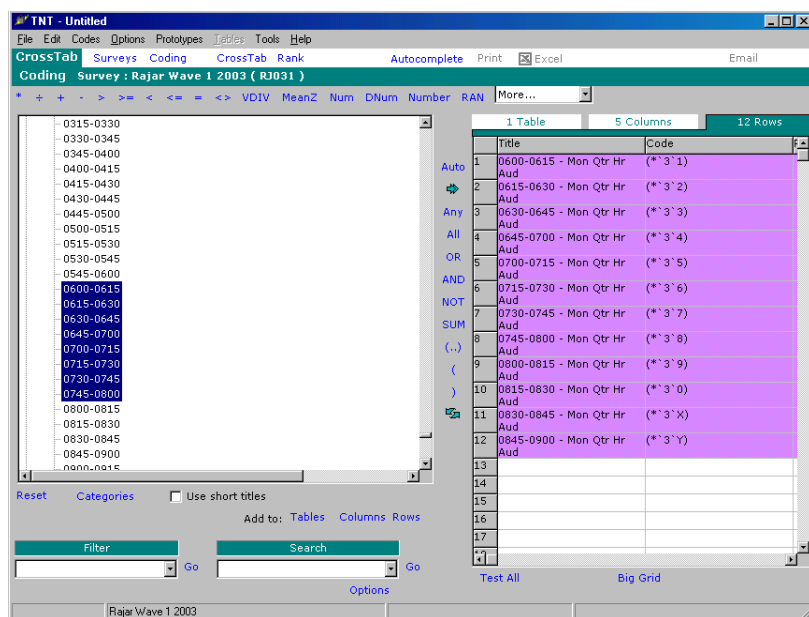
Step 4: Now click Crosstab

Had we replicated this run using standard card, column, punches, we would have to have done 3 separate runs.

As you can see, 126,000 people listen to Virgin between 0815-0830 on Monday morning
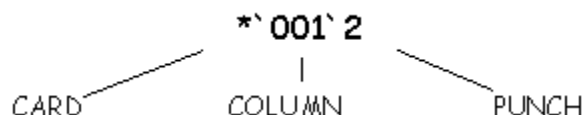
WHAT IS WILDCARD CODING?

Wildcard coding for RAJAR with TNT+ allows the user to view listenership for several stations by quarter hour on one single crosstab run. Previously this would require a separate run for each separate station being looked at. TNT+ does this by substituting either the card, or column and punch number with a wildcard character, "*". For example, an ordinary crosstab code would look like the example below.

```
              3`001`2
                |
CARD         COLUMN        PUNCH
```
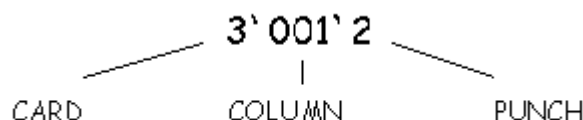
The wildcard version of the code would look like this

```
              3`*`*
                |
CARD         COLUMN        PUNCH
```
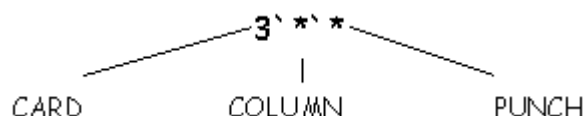
If this was the coding for a Wildcard Station inserted in the columns section, (e.g. Radio 1), then the Wildcard Daypart and Times would be entered in the rows section and would look like this;

```
              *`001`2
                |
CARD         COLUMN        PUNCH
```

As you can see, the figures from one code replaces the wildcards "*" from the other code. This is the basic principle behind RAJAR Wildcard coding with TNT Plus.

```
3 ` * ` *
↕   ↕   ↕         ⟹      3`001`2
*` 001 ` 2
```

RULES ABOUT USING WILDCARDS

Wildcard codes must be used in both columns and rows. When using RAJAR wildcard coding, the Wildcard Station must be in the columns and the Dayparts and Times must be in the rows.

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